

# Asian American Quality of Life Advisory Commission

Demographics and Employment  
Outreach Efforts  
Human Resources Department

September 15, 2015



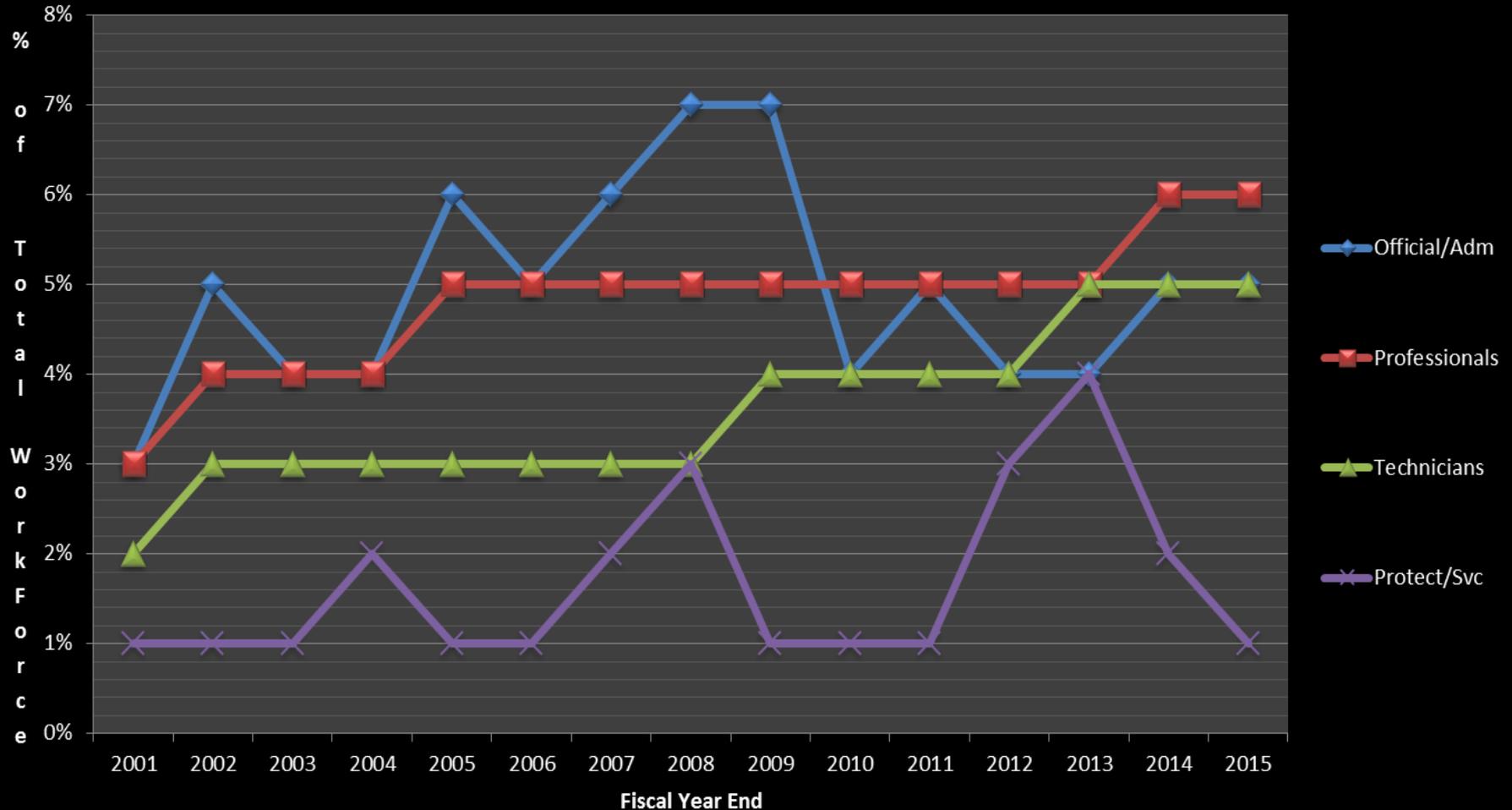
# PURPOSE

- ▶ Review detailed demographic information
- ▶ Discuss innovating hiring strategies
- ▶ Identify opportunities for the future



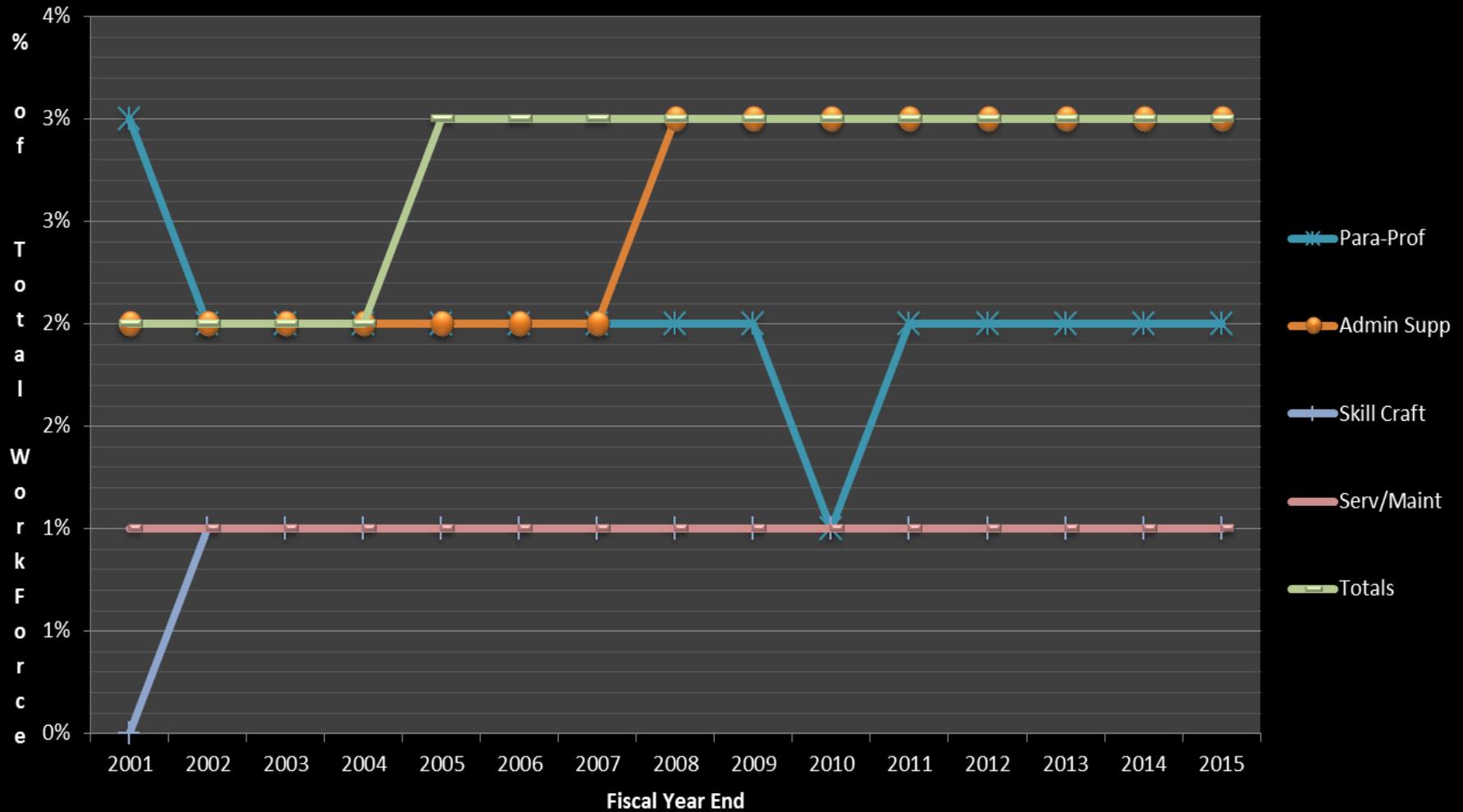
# DEMOGRAPHIC TREND BY JOB CATEGORY

## Asian American City-Wide Composition 2001-2015



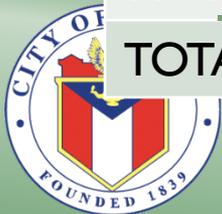
# DEMOGRAPHIC TREND BY JOB CATEGORY

## Asian Amercian City-Wide Composition 2001-2015



# DEMOGRAPHICS BY JOB CATEGORY

Job Category	City of Austin Employees	% by Job Cat.	Asian/Pacific Islander	% by Job Cat.	Asian/Pac Isl. as a % of City of Austin Employees
Officials/Admin	124	1%	6	2%	5%
Professional	2766	32%	170	58%	6%
Technician	797	9%	37	12%	5%
Protect/Svc	186	2%	1	<1%	1%
Para–Professional	1473	17%	30	10%	2%
Admin Support	1060	12%	28	9%	3%
Skilled Craft	1062	12%	7	2%	1%
Serv/Maint	1219	14%	12	4%	1%
<b>TOTAL</b>	<b>8687</b>	<b>100%</b>	<b>291</b>	<b>100%</b>	<b>3%</b>



# JOB CATEGORIES DEFINED

Job Category	Occupational activities	Job Examples
Officials and Administrators	Set policies or exercise overall responsibility for policy execution; direct individual departments; provide specialized consultation	-department head -director -controller
Professionals	Utilizes specialized and theoretical knowledge usually acquired through college training or equivalent experience	-lawyers -accountants -librarians
Technicians	Requires both scientific/technical knowledge and manual skill obtained from post-secondary education and/or on-the-job training	-software service -inspectors -drafters
Protective Service Workers	Work involving public safety, security and protection from destructive forces.	-security guard -downtown ranger
Para-Professionals	Performs some of the duties of a professional or technician, but with less education/training.	-library assistant -para-legal aide
Administrative Support	Records and retrieves data and/or information and other paperwork required in an office.	-cashier -payroll clerk
Skilled Crafts	Requires special manual skill and a thorough knowledge of processes; often uses apprentices.	-electrician -water treatment operator
Service/Maintenance Worker	Contributes to comfort, convenience or safety of the public or the upkeep of buildings/grounds.	-custodial employees -bus drivers



# ADVERTISING EFFORTS - CURRENT

- ▶ All positions posted on COA website “eCareer”, in compliance with Municipal Civil Service (MCS) Rules
- ▶ On-going advertisement of COA jobs in targeted publications: The Chronicle, Austin-American Statesman, Austin South Asian, The Villager, La Prensa and NOKOA
- ▶ Annual COA Career Fair, which draws thousands of job seekers, is marketed to diverse vendors and organizations seeking top talent.
- ▶ Utilization of COA Field Employment Specialists at locations throughout Austin to assist job seekers in improving their skills, updating their resumes and applying on-line for open positions.



# ADVERTISING EFFORTS - FUTURE

- ▶ Coordinate with large events & festivals to have an information table on Austin City Jobs
- ▶ Work with community groups to post announcements on Twitter, Facebook, & other social media outlets



# ON-LINE OPTIONS

## TARGETED RECRUITMENT SOURCES

- Asian American Government Executives Network, [www.aagen.org](http://www.aagen.org)
- Network of Asian American Organizations, [www.naaotexas.org/home](http://www.naaotexas.org/home)
- Asian Women in Business, [www.awib.org](http://www.awib.org)
- National Asian Pacific American Bar Association, [www.napaba.org](http://www.napaba.org)
- National Association of Asian Professionals, [www.naap.org](http://www.naap.org)
- Greater Austin Asian Chamber of Commerce, [www.business.austinasianchamber.org/jobs](http://www.business.austinasianchamber.org/jobs)
- US Pan Asian American Chamber of Commerce, [www.uspaacc.com](http://www.uspaacc.com)
- Monster – Asian Ave, [www.hiring.monster.com](http://www.hiring.monster.com)
- Asian/Pacific American Librarian Association, [www.apalaweb.org](http://www.apalaweb.org)
- Association of Asian American Studies, [listserve](#)



# INNOVATIVE HIRING

- ▶ Resolution 20140626-093 directed staff to design hiring processes to allow for continuous improvement
- ▶ HRD staff has developed processes that adhere to the MCS Rules, but can also be modified with new practices



# CURRENT HIRING STRATEGIES

- ▶ Utilize social media more extensively
  - ▶ Creating a branding video to reach a contemporary audience
  - ▶ Greater visibility, using Twitter, Facebook, LinkedIn, Indeed and ZipRecruiter
- ▶ Providing guidance and consulting to departments on inclusive outreach efforts
  - ▶ Utilizing targeted websites that reach diverse populations in our posting positions.
- ▶ Offering community-based eLearning job preparedness and education training
  - ▶ Implementing a MOOC (massively open online course).



# OPPORTUNITIES FOR THE FUTURE

- ▶ Direct partnership with Affinity Groups
- ▶ Targeted recruitment sources
  - ▶ Continue sourcing open positions in variety of locations
- ▶ In what ways would you like to see more engagement by the City departments in the recruiting for open positions?



# NEXT STEPS

- ▶ Work with Affinity Groups to develop diverse recruiting strategies
  - ▶ Finalize survey to receive information from groups
- ▶ Collective conversation with representatives from the groups
- ▶ Engage newly created Equity Office – Connection to communities
- ▶ Report back to AAQOLAC in February 2016

